

Mission

To become the leading provider of tools, services and *WAIS Inc.* packaged content for electronic publishing on wide area networks

General Comments

- (1) New Name for "Packaged Content"
- (2) Update Status - Q2 Revenue
- Headcount
- (3) Sequences?
- (4) Finish R. Financial Forecast
- (5) Finish Mgmt Team -
- (6) cut down to 12-14 pp?



Electronic Publishing Evolution

Pre-Electronic

Editors push content to classes of customers

Editors set schedules

Same content for all

Limited research capability

Early-Electronic

Consumers beginning to have access to multiple sources

Research capability becoming available

Content just beginning to be rich

Multiple providers have forced their interface/infrastructure

“Hyper-Space” can be intimidating and time consuming- too many sources

Publishers & advertisers anxious to get going , want own signature

Client interfaces proliferating & will be freely available



Electronic Publishing Evolution (cont)

Electronic Phase 2

Consumers want multiple source and provider

Consumers want easier access-- retrieval in "consumer's context"

Advertisers want access to stratified consumers

Emergence of transaction based charging on The Internet

Emergence of advertiser payed services and content

Role of providers may evolve to access "enabling"

Increasingly complex processing requirements as creative vertical applications emerge



Getting to Market

Software Tools Products

- Direct telesales
- VAR channel - US
- VAR channel - International
- OEM bundles

Publishing Partnerships - ongoing revenue stream

- Partner name brand awareness
- Proliferate WAIS, Inc name brand awareness through ubiquity

New Publishing Partnerships and Publishing Services

- Currently trying to keep up with demand
- Potential joint marketing and installation

Federal Government Products and Services

- Leverage from early participation
- WAIS, Inc products becoming a standard-- GILS, Z39.50, etc
- Washington DC office
- Will add Federal sales rep(s)



Getting to Market (cont)

Packaged WAIS, Inc. Content

Business model for agent-based products to be completed

Agent can provide incentive for content providers to partner

Potential for WAIS, Inc. "cross-provider" products

General concept is "***Content in the Consumer's Context***"

Marketing

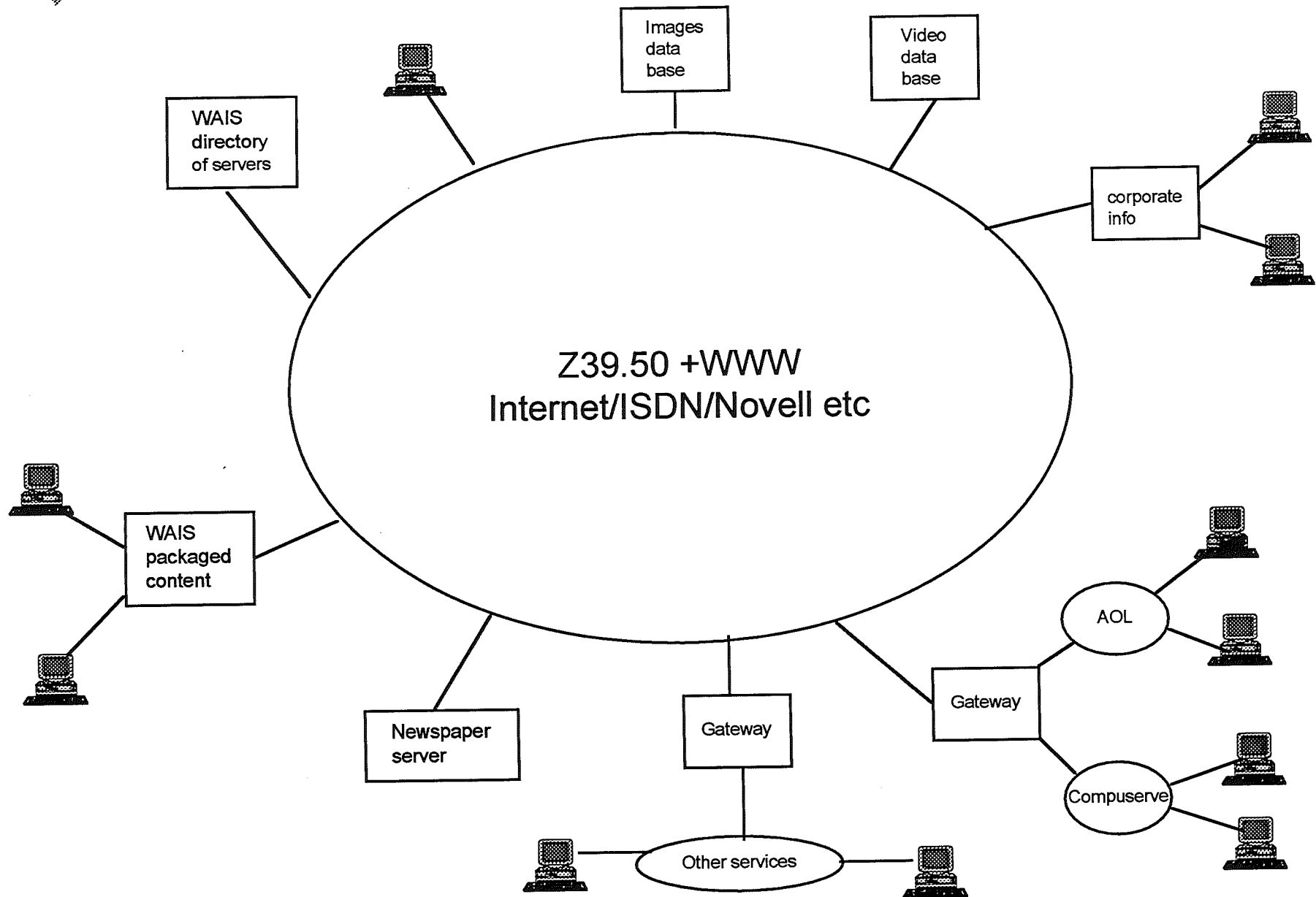
Beginning to refine the message

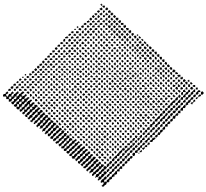
First formal professional materials

Positioning the product line

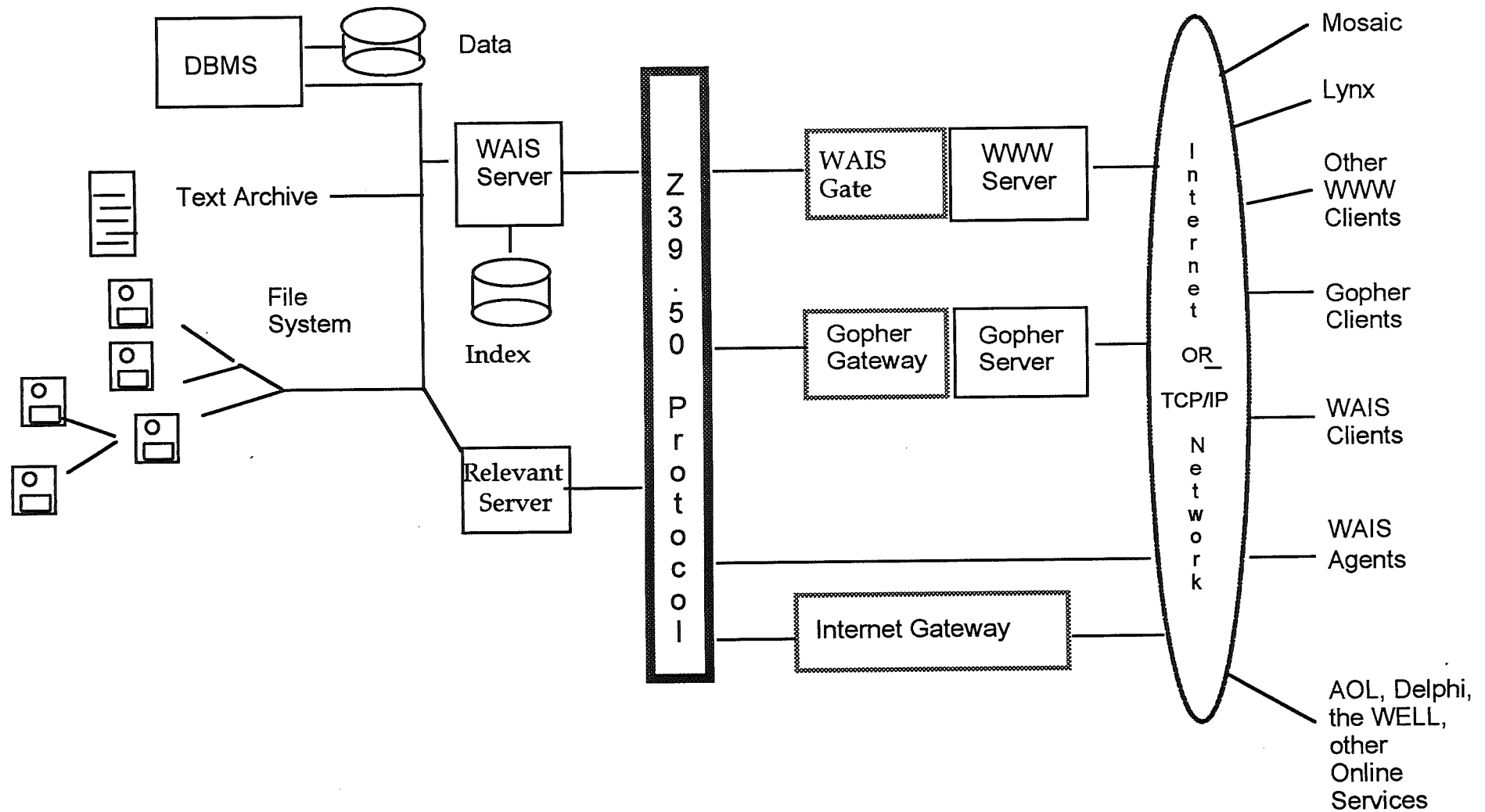
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Electronic Publishing Environment





Where the WAISserver Fits



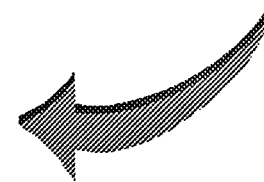
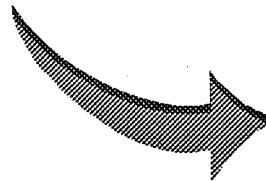
Business/Product Evolution

Server

1. Current product components
2. Other publishing components

Client

1. Z39.50 protocol
2. Relevant Agent



Integrated Solutions

WAIS Server
WWW Servers
Mosaic and other clients
Newsfeeds
Advertising
Other Publisher Content

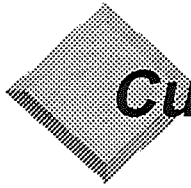


Partnered Publishing

Dow Jones
CMP
Database America



WAIS Packaged Content



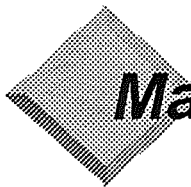
Customized Online Services

Integrated Elements

- Customer Data
- WAIS Server
- WWW Server
- Client

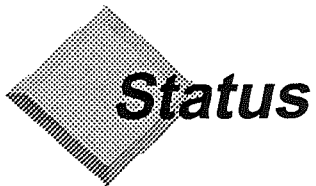
Adapted and Custom Modules

- Intelligent client/agent
- Content Alerting
- Billing
- Online advertising
- Time sensitive content expiration
- Registration
- Audio and video clips
- Letters to the editor
- Chat with columnist
- Frequently asked questions



Market Segments and Product Competition/Partners

	<i>Personal Information</i>	<i>Corporate Information</i>	<i>WAN Information</i>
<i>Interactive</i>		Fulcrum Conquest WAIS, Licenses, Sells	Dialog Mead Dow Jones Westlaw Fulcrum + WAIS Conquest + WAIS WAIS Sells
<i>Alerting</i>	E-Mail	Applesearch Lotus Notes WAIS may develop corporate agent	ACL Compuserve Prodigy WWW . Netscape . Spyglass PED Individual Inc WAIS developing cross-provider age



Revenue

FY 93 \$ 400K

FY 94 \$1,000K

FY 95 \$4,000K

FY 96 \$12,000K

1st Server installations

2/3 Server Sales 1/3 Prod Svcs

1/2 Server Sales 1/2 Prod Svcs

Add royalties, maint., packaged
content

FY 95 Revenue

Q1 \$1,000K

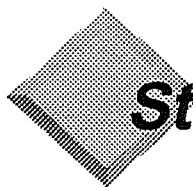
Backlog \$ 700K

FY 95 Products

Server Release 2

Adding Publishing Components

Integrating Agent with Interactive Alerting



Status (cont)

Publishing Operations

Dow Jones

CMP

Organization Emphasis

Development

Senior Technical Managers

Headcount (includes contractors in full time slots)

	Current	By June 30
Marketing & Sales	6	10
Production Services	8	10
Washington Office	2	4
Development	4	11
Administration	<u>6</u>	<u>6</u>
	27	41

Management Team

Brewster Kahle: CEO

WAIS Founder

Wide Area Information Server Project Leader- Thinking Machines, KPMG

Founding Engineer- Thinking Machines

Bill Dunn: Director

Dow Jones CEO

Wide Area Information Server Project

Multimedia Publishing, Emerging Technologies

Bruce Gilliat: VP Sales & Mktng

VP Sales- Fibronics International

National Account Manager- AT&T Information Systems

Technical Consultant- Pacific Telephone

John Duhring: Business Development

On-line services consultant: Apple Computer, Dow Jones and others

General Manager- Supermac Software

Publishing Evangelist-- Apple Computer

Acquisition Editor- Prentice Hall

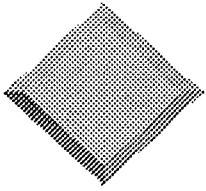
Nick Scharf: Vice President, CFO

Software Technology CFO and Business Consultant

CFO - VisiCorp, CopyMat

Controller- Tandem Computers

Arthur Andersen & Co



Mgmt Team (cont)

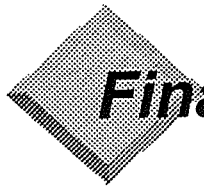
- Jean Christoferson, Director of Operations
Ensemble Founder
Venture Solutions Founder— CICS, SNA network solutions for Hambrecht and Quist, Visa, Pacific Coast
Stock Exchange
Stratus Systems & Others- world-wide CICS networks
- Keira Bromberg, Development Manager
- Mieke Hall, Production Services Manager



Customers

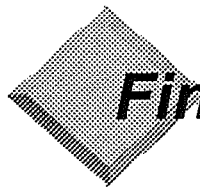
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Fulcrum Technologies
Georgetown University
House Information Systems
Intel Corporation
Internet Shopping Network
Lawrence Livermore National Labs
Library of Congress
Loral Federal Systems
Los Alamos National Laboratory
Martin Marietta
Mitre Corporation
Moscow State University/RED Lab
NASA Goddard Space Center

NASA - Houston/Johnson Space Center
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Stanford University
Sun Microsystems
TASC
University College of London
University of Tennessee
U.S. Air Force
U.S. Army
U.S. Navy
U.S. Senate
U.S. Government Printing Office (GPO)
U.S. Geological Survey (USGS)
West Publishing Corporation
World Bank



Financing Needs

Operating Capital	\$1,000,000
Expand Development	\$1,000,000
Product Acquisition/Expansion	\$2,000,000



Financial Forecast (*millions*)

FY 95

FY 96

FY 97

FY 98

FY 99

Revenue

Operating Expenses

Pretax Income

Aftertax Income

Financing